

Tourism Advisory Board

Tourism Director:
Leslie Ross

Assembly Liaison:
Diana Lapham

MINUTES-DRAFT

Members:
Sean Gaffney
Karen Hess
Allison Jacobson
Scott Sundberg
Barbara Mulford
Rhonda Hinson
Michael Marks

Meeting Date: June 28, 2016

Date of Approval: _____

Call to Order: A meeting of the Haines Borough Tourism Advisory Board was held at Assembly Chambers on June 28, 2016. The meeting convened at 10:04 a.m. with Sean Gaffney presiding.

Members in Attendance: Sean Gaffney, Michael Marks, Scott Sundberg, Karen Hess, Tourism Director, Leslie Ross and Assembly Liaison, Lapham.

Members Not in Attendance: Rhonda Hinson, Barbara Mulford and Alison Jacobson.

Others in Attendance: Sue Waterhouse, Cheryl Katzeek, Carol Tuynman and Jila Stewart

Approval of Agenda: Motion was made by Michael Marks to approve the Agenda. Second-Karen Hess. Approval: Unanimous.

Public Comments:

- Sue Waterhouse requested information on how the 1% sales tax for Tourism and Economic Development was used to reach the independent traveler. Leslie Ross responded that almost 100% of the advertising budget is used to reach the independent traveler and that some changes were made to where advertisements were placed to in order to reach a larger market.
- Cheryl Katzeek said that she did not think the 4% Lodging Tax has been responsible for bringing any new conventions or new business to Haines. It was shared that the 4% Lodging Tax goes to the Haines General Fund as approved by voters and is not used to promote tourism.
- Carol Tuynman commented that she supports the 1% sales tax for Tourism and Economic Development and that the Chamber of Commerce has posted a letter detailing the benefits of the tax to the Haines economy. She also requested consideration for the Tourism office and the Chamber to devise a way to manage a community calendar of events.

Chair Report: Sean Gaffney

- No report

Tourism Director Update:

Chilkoot Position

- Two employees have been hired to increase staff in the Chilkoot Corridor.

Freeride 2017

- It has been confirmed that the Freeride World Tour will return to Haines in 2017 and that the promoters are working on developing funding for the next three years.

Seabourn 2017

- In direct response to the Cruise Ship Waiver Seabourn has announce nine docking's in Haines for 2017.

Online Audit

- The Online Audit is almost completed and areas of improvement will include increased integration with social media outlets. Implementation of the Audits recommendations will begin shortly.

New Business:

1% For Economic Development & Tourism

- All TAB board members expressed support of the 1% Sales Tax for Economic Development & Tourism. Diane Lapham encouraged all supporters of the 1% Sales Tax for Economic Development & Tourism to write letters of support to the Haines Borough Assembly members prior to the June 30th Finance Committee Meeting at 5:00 p.m.. It was shared that in Southeast Alaska only Haines and Skagway have Tourism Departments fully funded by Borough governments and are Borough employees. Discussion included how critical the 1% Sale Tax For Economic Development & Tourism was as a driver of the Haines economy. Jila Stewart commented that in 2015 the tax provided \$526,000 in revenue and in 2017 it is predicted to provide \$536,000 in revenue. From that revenue about \$175,000 were used for Economic Development projects. Karen Hess shared that an article could be placed in the Chilkat Valley News showing where the 1% Sale Tax For Economic Development & Tourism goes to and what projects.
- **Motion was made by Scott Sundberg for TAB to advise the Haines Borough Assembly to maintain the 1% Sales Tax for Economic Development & Tourism in its current form. Second-Michael Marks. Approval: Unanimous.**

Heliski Map and potential meetings

- The Borough Manager will be seeking approval from the Haines Borough Assembly to form a Heliski Map Committee and set up a series of meetings to determine Heliski areas.

Old Business:

Title V workgroup update

- Next meeting will discuss Heliski codes that need changes and enhancements. Meeting scheduled for July 22, 2016 at 10:30 a.m..

Board Comments:

None

Adjournment: Motion was made by Karen Hess to adjourn. Second-Scott Sundberg. Approval: Unanimous. The meeting adjourned at 11:15 a.m.

Next Meeting: July 8, 2016 at 9:30 a.m. in the Council Chambers.